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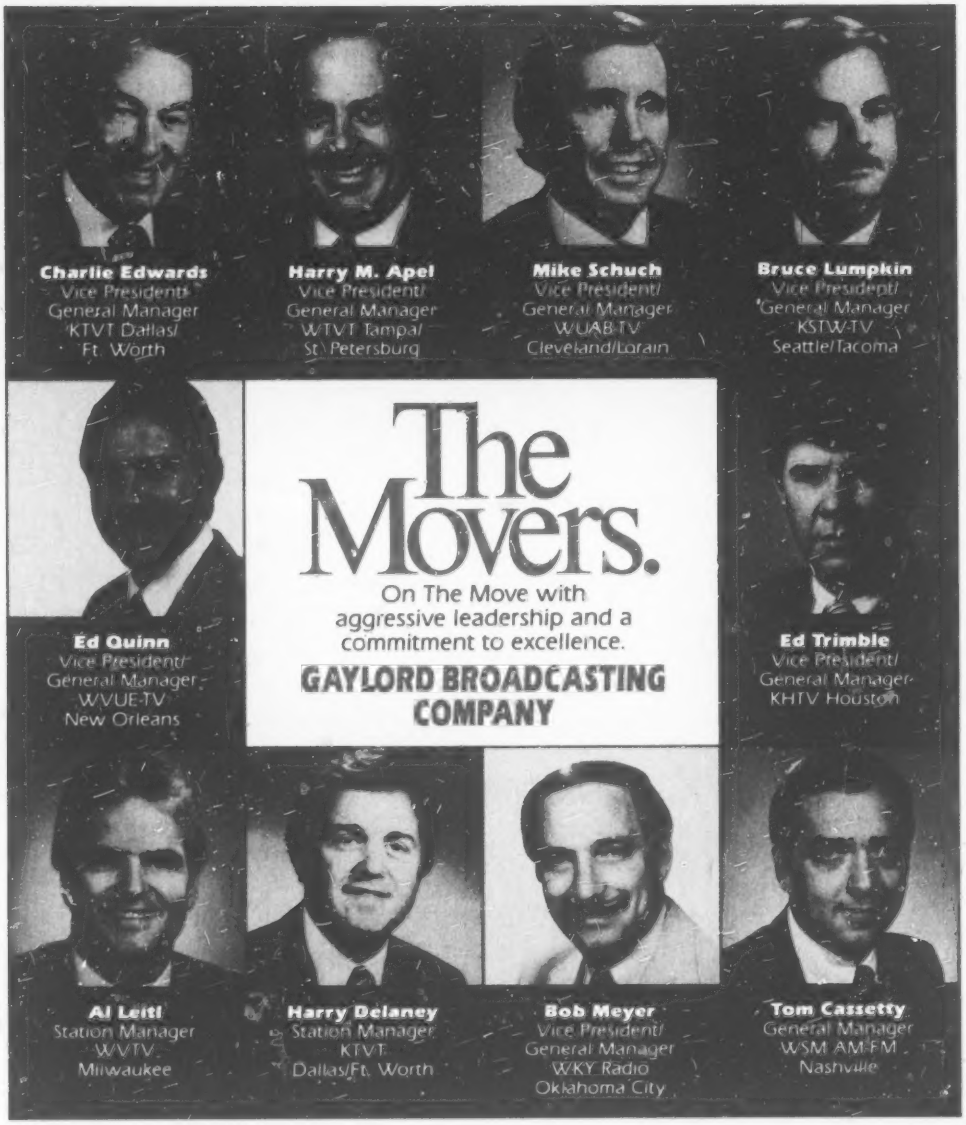
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Oct 14



55th Year 1985

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Vol. 109 No. 15

Broadcasting Oct 14

Lorimar and Telepictures join forces
Cable loses pole attachment rate case
INTV formulates must-carry plan

SCATTER TALK □ Fourth-quarter scatter market begins to move but expectations for quarter have been reduced. **PAGE 27.**

COMING TOGETHER □ Lorimar and Telepictures propose merger, combining two production and syndication houses. **PAGE 28.**

LOGGING IN □ Association of Independent Television Stations presents its own must-carry proposal. **PAGE 29.**

CABLE BIDDERS □ Major MSO's among bidders submitting proposal for cable systems of Westinghouse. **PAGE 30.**

CLOSING POLLS □ House subcommittee approves legislation which would mandate uniform poll closing time of 9 p.m. EST. **PAGE 30.**

POLE FELLED □ Appeals court rules against cable company in pole attachment rate case. **PAGE 32.**

TAKING CHARGE □ FTC Commissioner Terry Calvani named acting chairman as James Miller takes over OMB post. **PAGE 38.**

SALES ALTERATION □ Fowler tells minorities that commission will launch proposal facilitating distress sales. **PAGE 38.**

WAIVER CONCERNS □ Wirth and Bryant write letters to Fowler expressing concern over FCC's policy toward waivers. **PAGE 42.**

DIFFERENT VIEW □ Intelsat user asks FCC to reconsider grants to five competing systems; wants appeals court to review basis for grants. **PAGE 42.**

OLYMPIC PROJECTIONS □ NBC's victory in securing 1988 summer Olympics brings some concerns from affiliates about local news windows, inventory issues. **PAGE 51.**

ANOTHER PLAYER □ People's Choice Channel becomes fifth pay-per-view service entry. **PAGE 51.**

NUMBER TWO □ NBC takes second straight victory in new prime time ratings season. **PAGE 52.**

FROM THE NAB □ Association petitions FCC to ease AM duopoly rules, remove AM-FM duplication restrictions and tighten receiver standards. **PAGE 58.**

POST MORTEM □ Industry observors review RCA decision to close broadcast systems division. **PAGE 60.**

THE RIGHT PRICE □ Robert Price has built a major Fifth Estate company, with extensive radio and television holdings, in less than five years. **PAGE 66.**

FINAL OK □ Boards of both MGM/UA and Turner Broadcasting approve merger of two companies. **PAGE 70.**

21 YEARS AGO □ American Legal Foundation sponsors seminar on *Times v. Sullivan* libel case; changes in libel law suggested.

NEWS AND COMMENT □ Paul Harvey has been mainstay on ABC Radio for 35 years with his unique blend of information and opinion. **PAGE 91.**

INDEX TO ADVERTISERS

Business 66	Datebook 18	In Brief 92	Riding Gain 62
Business Briefly 14	Editorials 94	Law & Regulation 38	Stock Index 56
Cablecastings 10	Fates & Fortunes 87	Monday Memo 24	Technology 58
Changing Hands 69	Fifth Estater 91	Open Mike 22	
Closed Circuit 7	For the Record 73	Programing 51	

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INDEX TO ADVERTISERS: Aerospatiale Helicopter Corp. 47, 48-49, 50 □ A.F. Associates, Inc. 26 □ Associated Press Broadcast Services 14, 23 □ Blackburn & Co., Inc. 68 □ Blair Entertainment 3, 15, 17, 21 □ Blair Radio/Blair RAR 63 □ BrightStar 89 □ Broadcast Electronics, Inc. 55 □ Champion International Corp. 65 □ Chapman Associates 66 □ Classified Ads 78-86 □ Continental Electronics 62, 64 □ Daniels & Associates 74 □ Doubleday Broadcasting Co. Fourth Cover □ Drake-Chenault 41 □ Eastman Radio 25 □ Embassy Telecommunications 8-9 □ Lawrence Erlbaum Associates, Inc. 44 □ Frazier, Gross & Kadlec, Inc. 75 □ Fries Distribution Co. 59 □ Gammon & Ninowski Media Investments, Inc. 73 □ Gaylord Broadcasting Co. Front Cover □ Grandy & Berkson Media Brokers 72 □ Group W Productions 45 □ The Hearst Corp. 36-37 □ The Ted Hepburn Co. 69 □ IBM Corp. 60-61 □ Kalil & Co., Inc. 71 □ Metromedia Producers 6 □ Microprobe Electronics, Inc. 18 □ Mutual of Omaha 57 □ Panasonic Industrial Co. 13 □ Professional Cards 77 □ RKO Radio Third Cover □ Robert W. Rounsaville & Associates 70 □ Salomon Brothers, Inc. 67 □ Seltel 35, 39, 43 □ Services Directory 76 □ Howard E. Stark 58 □ D.L. Taffner/Ltd. 53 □ Texas Association of Broadcasters 16 □ Warner Bros. Television Distribution 11 □ WJW-TV Second Cover □ Wold Communications 54 □ Worldwide Church of God 4 □ Ziv International, Inc. 19

president, PPMN; Otis L. Smith, executive vice president, marketing and sales; John J. Schramm, executive vice president, finance and administration, and William Sager, senior vice president, programing. Eden owns TVS Television Network, the New York-based television producer and program distributor. Smith, Schramm and Sager all left posts with Group W's Home Theater Network to start up PPMN.

Eden said that so far, the service has not signed any affiliates, but said that several cable operators are reviewing affiliate contracts that TPC sent out a short while ago.

The new service, based in Westport, Conn., will have a program menu consisting primarily of feature films, said Eden. He said that although the company has not yet signed any program contracts, it is currently reviewing in house about 10 agreements that he expects to sign shortly. Eden declined to name the suppliers involved. The service may offer an occasional event, he said, but would initially "concentrate on movies." He said the service will test several film rotation patterns. Research conducted for TPC by Marketing Corp. of America's marketing research division, Eden said, indicated consumers would prefer a PPV movie schedule offering a different film or films every night (known as a checkerboard rotation). On the other hand, he said, many of the cable operators the company has talked to have ex-

NBC takes second straight prime time victory

NBC took the second week of the 1985-86 prime time season paced by another strong showing from its Thursday comedy lineup, which included the number-one ranked *Cosby Show*, and five of the week's top 10 shows. For the week of Sept. 30-Oct. 6, NBC averaged an 18 rating and a 28 share, based on Nielsen's National Television Index. CBS had a 16.7/26 and ABC a 13.9/22.

Although the win was NBC's second in as many weeks in the new season, CBS, helped by the regular series return of its Monday-night lineup, closed the margin of victory from 1.9 rating points to 1.3.

CBS had wins on Monday, Friday and Sunday, while NBC took Tuesday, Thursday and Saturday. ABC took Wednesday.

Compared to the same week last year, HUT levels were up 3%, from 61.9 a year ago to 63.7 this year. They were also slightly above the levels for last week's premiere week, when they were 63.5. But combined network ratings were off 4%, from last year's 50.4 to 48.6 this year. And combined network shares were down 7%, from last year's 82.3 to 76.6.

New shows that rank in the bottom tier of programs after two weeks of ratings are *Lady Blue* (11/17), *Lime Street* (11/18), *Our Family Honor* (10.8/18), *Hollywood Beat* (9/15) and *Spenser: For Hire* (7.1/11), all on ABC.

■ With three strong season premieres for CBS on Monday from 9-11 p.m.—*Kate and Allie*, *Newhart* and *Cagney and Lacey*—the network took the night as it won every half-hour of the schedule. From 8 to 9 p.m., CBS's *Scarecrow and Mrs. King* (19.4/28) defeated NBC's *TV Bloopers and Practical Jokes* (18.2/27). ABC's *Monday Night Football* (9-12:24 p.m.), Cincinnati vs. Pittsburgh, scored a 17.7/30 to place second from 9 to 11 p.m. For the night, CBS had a 20.8/31, NBC a 17.6/26 and ABC a 16.4/25.

■ Tuesday saw some close competition among the networks before NBC pulled away to a win, despite winning only two half-hours. From 8 to 9 p.m., NBC's *A Team* showed signs of diminished strength. ABC beat its first half-hour with the 11th-ranked *Who's the Boss* (22/34). From 8:30 to 9, ABC's *Growing Pains* posted a 19.6/30 opposite *A Team's* 19.9/30. From 9 to 10, ABC's *Moonlighting* (17.3/26) beat NBC's *Riptide* (16/24). *Remington Steele* (17.6/29) edged the first half-hour of the *CBS Tuesday Night Movie*, "Murder By Reason of Insanity," (16.6/26), but lost to it from 10:30 to 11.

■ Wednesday, like last season and the first week of this season, was all ABC, with *Dynasty* (23.4/35) and *Hotel* (19.4/32) the sixth- and 19th-rated shows, respectively. From 8 to 9, NBC's *Highway to Heaven* (22.4/35) trounced newcomers from ABC and CBS, *Insiders* (11.1/17) and *Stir Crazy* (10.7/17), respectively. ABC won the night with an 18/28, while NBC scored a 16.6/26. CBS's all-new Wednesday lineup failed to win a half hour as it scored an 11.6/18.

■ NBC took Thursday, a night that once belonged to CBS, with its powerful group of four comedies from 8 to 10 p.m. They ranked first, second, fifth and 17th for the week. *Simon and Simon* (19.3/29) on CBS tied *Night Court* with a 20.4/30 from 9:30-10. From 10 to 11, CBS, with *Knots Landing* (21.3/34), easily defeated *Hill Street Blues* (15.8/25), on NBC, and *20/20* (13.9/22) on ABC. Thursday was the highest-rated winning night of the week, with NBC scoring a 22.5/35, CBS an 18.4/28 and ABC a 10.4/16.

■ With the third-ranked *Dallas* (23.8/37), CBS took Friday night with a 19.2/31 overall average. From 8 to 9, *Twilight Zone*, in its second week, was down from its premiere of 17.7/30 to 14.4/24. ABC's *Webster* (14.9/26) won 8 to 8:30 p.m. The two-hour premiere of *Misfits of Science* (14.2/23) on NBC placed second at 9-10 p.m. behind *Dallas*, with a 14.9/23. *Miami Vice* on NBC won the 10 to 11 p.m. time period with a 21/35.

■ Led by the 12th-ranked *Golden Girls* (21.8/37), NBC won Saturday by winning every half hour, with the exception of the final half-hour of *Hunter*. ABC turned in the week's lowest-rated night of television, as it averaged 10.6/19 for its lineup of three one-hour shows, *Hollywood Beat*, *Lime Street* and *Love Boat*.

■ After Thursday, Sunday was the next-highest-rated winning night of the week. CBS won it with a 20.1/31. The 10th-ranked *60 Minutes* (22.2/37) took the 7 to 8 p.m. time period and fourth-ranked *Murder, She Wrote* (23.5/35) enjoyed a more comfortable margin of victory over NBC's anthology hour than last week at 8 p.m. From 9-11 p.m., the *NBC Sunday Night Movie*, "Long Hot Summer, Part 1," with *Miami Vice* star Don Johnson, took the time period easily with a 22.6/34. An *ABC NFL Football Special* (17.5/29) from 9-12:14 p.m., Dallas vs. New York Giants, could not beat the premiere of *Crazy Like a Fox* (18.8/27) on CBS from 9 to 10, but managed to beat the premiere of *Trapper John, M.D.* (16/26) from 10 to 11.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	30.9/48
2.	Family Ties	NBC	28.9/44
3.	Dallas	CBS	23.8/37
4.	Murder, She Wrote	CBS	23.5/35
5.	Cheers	NBC	23.4/35
6.	Dynasty	ABC	23.4/35
7.	Long Hot Summer, part 1	NBC	22.6/34
8.	Highway to Heaven	NBC	22.4/35
9.	*Kate & Allie	CBS	22.4/32
10.	60 Minutes	CBS	22.2/37
11.	Who's the Boss?	ABC	22.0/34
12.	Golden Girls	NBC	21.8/37
13.	Knots Landing	CBS	21.3/34
14.	*Cagney & Lacey	CBS	21.3/34
15.	*Newhart	CBS	21.2/30
16.	Miami Vice	NBC	21.0/35
17.	Night Court	NBC	20.4/30
18.	Growing Pains	ABC	19.6/30
19.	Hotel	ABC	19.4/32
20.	Scarecrow & Mrs. King	CBS	19.4/28
21.	*Falcon Crest	CBS	19.3/32
22.	*Simon & Simon	CBS	19.3/29
23.	A Team	NBC	19.0/29
24.	Amazing Stories	NBC	19.0/29
25.	*Crazy Like A Fox	CBS	18.8/27
26.	TV Bloopers & Practical Jokes	NBC	18.2/27
27.	Facts of Life	NBC	18.0/31
28.	227	NBC	18.0/31
29.	Football—Rams vs. Steelers	ABC	17.7/30
30.	Remington Steele	NBC	17.5/29
31.	Alfred Hitchcock Presents	NBC	17.6/26
32.	Football—Cowboys vs. Giants	ABC	17.5/29
33.	Johnny Carson Anniversary	NBC	17.3/26
34.	Moonlighting	ABC	17.3/26
35.	Murder By Reason of Insanity	CBS	16.6/26
36.	*Trapper John, M.D.	CBS	16.0/26
37.	*Riptide	NBC	16.0/24
38.	Gimme A Break	NBC	16.8/29
39.	Hill Street Blues	NBC	15.8/25
40.	Webster	ABC	14.9/26
41.	Mr. Belvedere	ABC	14.6/24
42.	Magnum, P.I.	CBS	14.6/22
43.	Twilight Zone	CBS	14.4/24
44.	*Misfits of Science	NBC	14.2/23
45.	20/20	ABC	13.9/22
46.	Hell Town	NBC	13.7/21
47.	Hunter	NBC	13.4/24
48.	Love Boat	ABC	13.4/24
49.	Beverly Hills Cowgirl Blues	CBS	12.9/22
50.	Hardcastle & McCormick	ABC	12.6/19
51.	Different Strokes	ABC	12.2/19
52.	MacGyver	ABC	12.2/19
53.	Equalizer	CBS	12.1/20
54.	Airwolf	CBS	12.0/21
55.	Charlie & Company	CBS	12.0/18
56.	George Burns Comedy Week	CBS	11.9/18
57.	*Benson	ABC	11.4/18
58.	The Insiders	ABC	11.1/17
59.	Stir Crazy	CBS	10.7/17
60.	Silver Spoons	NBC	10.5/17
61.	Lady Blue	ABC	10.5/16
62.	Our Family Honor	ABC	9.9/16
63.	Lime Street	ABC	9.7/16
64.	Hollywood Beat	ABC	8.7/16
65.	Ripley's Believe It Or Not	ABC	8.7/15
66.	Spenser: For Hire	ABC	7.9/13
67.	Punky Brewster	NBC	7.2/12
68.	Fall Guy	ABC	6.9/11
69.	Hometown	CBS	6.5/10

*Indicates premiere episode

proceeding. Scheduled oral agrument for Oct. 25 on exceptions to initial decision of ALJ John H. Conklin granting app. of Parish Family Television for new TV station in Baton Rouge, and denying apps. of Louisiana Super Communications and Baton Rouge Channel 44. Each party has 20 minutes for argument. Louisiana Super and Baton Rouge Channel 44 may reserve part of their time for rebuttal. By letter, Sept. 27.

Call Letters

Applications

Call	Sought by
	New FM
WTBC-FM	Trinity Baptist High School, Williston, Vt.
	Existing AM's
KHUM	KOFO Keymarket Communications of Kansas Ltd., Ottawa, Kan.
KRAR	KKCM KLE Communications Inc., Waite Park, Minn.
WWKB	WKBW Empire State Broadcasting Corp., Buffalo, N.Y.
	Existing FM's
KWLT	KBZT Sandusky Radio of Southern California Inc., San Diego
KBBQ	KKKX Keymarket Communications of Kansas Ltd., Ottawa, Kan.

Grants

Call	Assigned to
	New AM's
WALH	Valley Communications Co., Mountain City, Ga.
KSKJ	Salina Broadcasting Co., Saline, Utah
WIBS	Saint Thomas Broadcasters, Charlotte Amalie, Saint Thomas, VI.
	New FM's
WOKZ	L & B Broadcasting Inc., Muncie, Ind.
KHBQ	Aubridge Broadcasting Inc., Canyon, Tex.
	New TV's
WLKT	FBC Inc., Lexington, Ky.
KREB-TV	People of the Fire Ltd., Las Vegas
	Existing AM's
WINF	WZST Major League Broadcasting Inc., Leesburg, Fla.
KCKM	KFKF KFKF Broadcasting Co., Kansas City, Kan.
KBIT	KOOK KOOK Associates Ltd., Billings, Mont.
WLOO	WLNT Loudon Broadcasters Inc., Loudon, Tenn.
WISM	WOKL Progressive Communications Inc., Altoona, Wis.
	Existing FM's
KLDK	KKAC King Country Broadcasters, Soldotna, Alaska
*WKTZ-FM	WFAM Jones College, Jacksonville, Fla.
WDTX	WCLS Metropolis Broadcasting of Detroit, Detroit
KOOK	KBIT KOOK Associates Ltd., Billings, Mont.
WMGG	WALK-FM Island Broadcasting Co., Patchogue, N.Y.
*WDPR	WCXL Dayton Public Radio Inc., Kettering, Ohio
KZZQ	KWAS Charles Woods, Amarillo, Tex.
KATP	KHBQ Alfred Broadcast Inc., Canyon, Tex.
KDRK-FM	KDRK Monroe Broadcasting Co., Spokane, Wash.
	Existing TV
WGBA	WLRE Family Group Ltd., Green Bay, Wis.

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52 weeks $40 each.
26 weeks $50 each.
Additional info. 202 638-1022

Summary of broadcasting as of August 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,793	170	4,963
Commercial FM	3,818	418	4,236
Educational FM	1,202	173	1,375
Total Radio	9,813	761	10,574
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	379	222	601
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,219	273	1,492
VHF LPTV	220	74	294
UHF LPTV	127	136	263
Total LPTV	347	210	557
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.